



Of Course A Fellow Wants To Look His Best When *She's* Greeting Him

More especially if she's the real girl—the one he would like to fight for — the one who hands him a wireless jolt of joy on Sundays a-walking home from church!

WEARPLEDGE—they're the clothes these days. No end of style. The kind of colors and patterns a fellow likes. And durable? Well—there's a mighty interesting Policy in the pocket of every WEARPLEDGE SUIT that insures it for life.

The POLICY, the "LIVE" LEATHER BELT sewn in the knickers, and the corking little present that follows every purchase—

THESE are the things that will make a real American Boy frankly thank the day when WEARPLEDGE came to town.

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